



# **Ready Scotland**

## **‘Prepare for Winter’**

### **Stakeholder Toolkit 2025**

# Campaign overview

**We know that winter can be a particularly difficult time, with an increased risk of disruption from severe weather.**

We've prepared advice and guidance to support the people of Scotland to stay safe this winter.

This campaign aims to:

- Increase awareness of the impacts of cold weather
- Signpost resources for individuals and communities on how to prepare for severe winter weather
- Offer guidance on staying well and protecting the home during cold weather

# Topics

- Prepare your home for winter
- Stay safe during severe winter weather
- Snow and ice safety
- Travelling safely
- Looking after yourself and others

# Useful links

- [Ready Scotland](#)
- [NHS Inform](#)
- [Met Office](#)
- [Traffic Scotland](#)
- [Water Safety Scotland](#)
- [Scottish Water](#)
- [The RAC](#)

# Key messages

**Here are some messages that you can use in your communications to join in and support the campaign.**

We appreciate your support in sharing our campaign encouraging Scotland to stay safe this winter.

- Scotland is no stranger to bad weather, and we know it can be worse in winter. Ready Scotland has advice on preparing for and dealing with anything this winter might bring.
- We can't always predict when severe weather will occur. But preparing in advance will mean that when it does happen, you'll know what to do and can act fast.

# Key messages cont.

- Make sure you and your household are safe in the event of an emergency this winter by keeping an emergency kit in your home and car.
- Winter storms can cause power outages. You can call 105 free of charge to report or get information about power cuts in your area.
- To help keep yourself and others safe this winter, make sure you understand the risks associated with ice.
- Severe weather can make driving in winter more difficult. Check the local weather forecast for warnings of ice or snow. Don't drive if conditions are hazardous. Learn how to stay safe on the roads this winter.
- Winter can be a difficult time of year for some people. You can help those closest to you by making sure they know what support is available to them.

# Social media

**We are looking for support from partners and stakeholders on social media, which would include retweeting / sharing our information through your Facebook and X accounts.**

You can also adapt our messages for use across all of your channels.

Our X page is here:

<https://x.com/ReadyScotland>

Our Facebook page is here:

<https://www.facebook.com/ReadyScotland>

Our website is here:

<https://www.ready.scot>

# Example posts

**Suggested post text has been developed that you are welcome to use on social media to share winter preparedness advice with your followers.**

You can see some examples in this toolkit. [Download the 'Prepare for Winter 2025' suggested social media posts.](#)

Prepare for winter by keeping an emergency kit in your home.

Make sure to include:

- Food and water
- Blankets and warm clothes
- A first aid kit

**Find more suggestions at [ready.scot](#).**

Is your home prepared for winter?

Ready Scotland has guidance on staying safe at home if severe weather causes a loss of power or other utilities.

**Learn more at [ready.scot](#).**

# Example posts cont.

Stay off the ice this winter.

There is no way of knowing if it will take your weight, or how deep and fast the water beneath is.

**Read Water Safety Scotland's ice safety guidance at [watersafetyscotland.org.uk](https://watersafetyscotland.org.uk).**

Take care of yourself this winter.

If you're out walking alone, like returning home from a night out, make sure someone knows your route and when you should be home.

**Stay safe with [ready.scot](https://ready.scot).**

Whether it's snow and ice, strong winds, or frozen pipes, we've got advice to help you prepare for anything this winter may bring your way.

**Find tips on protecting yourself and your loved ones at [ready.scot](https://ready.scot).**

If strong winds are forecast, make sure your home is protected.

Secure loose objects like ladders, garden furniture, and anything that could be blown into windows and cause danger.

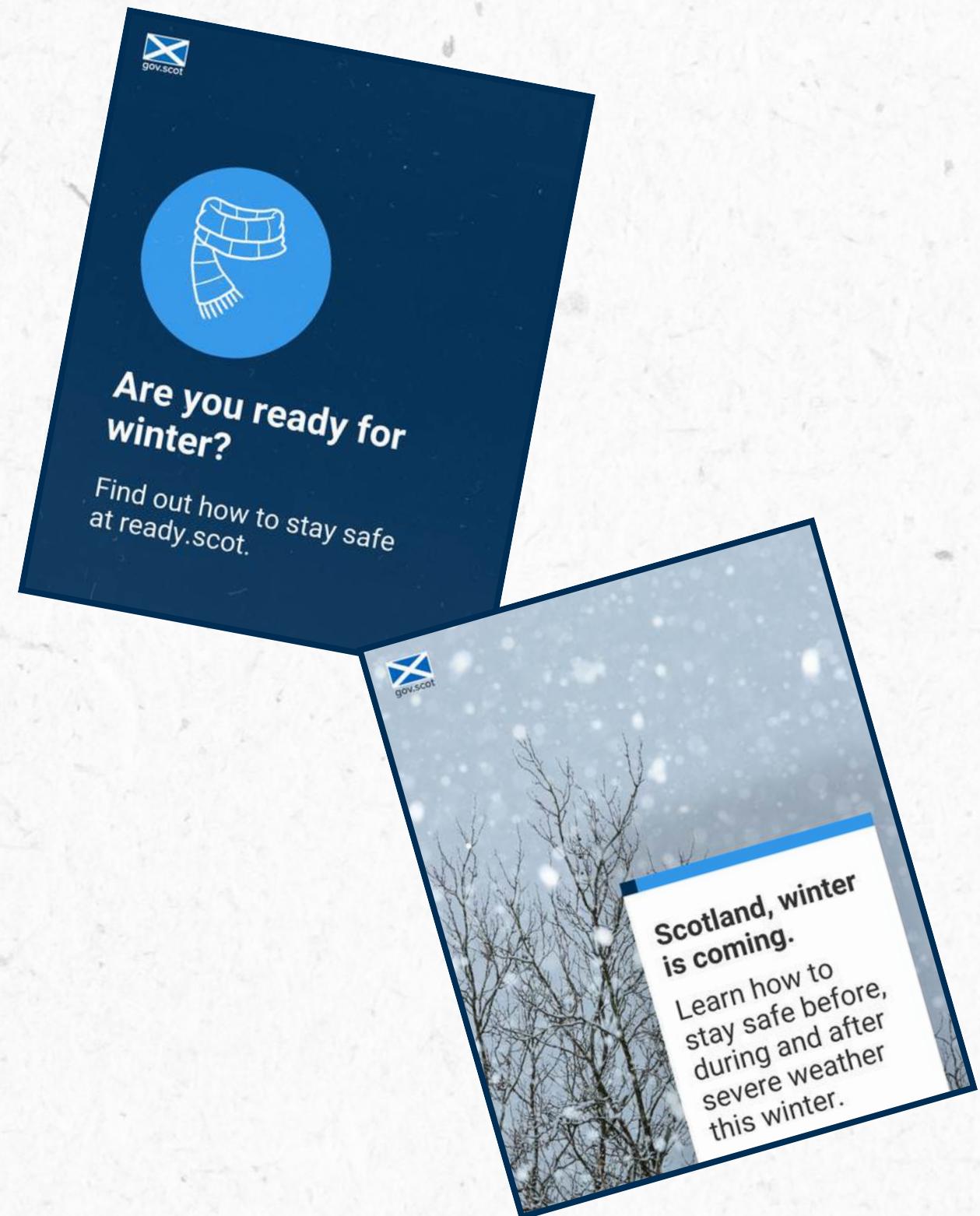
**Learn more at [ready.scot](https://ready.scot).**

# Social media assets

**We have created graphics you are welcome to use on your channels to increase visibility and engagement.**

All graphics have a ratio of 4:5, which is the optimal size for image posts that work on Facebook, Instagram, LinkedIn, X, and Pinterest. These are shown in full in the feed and have maximum impact.

[Download 'Prepare for Winter 2025-26' graphics.](#)

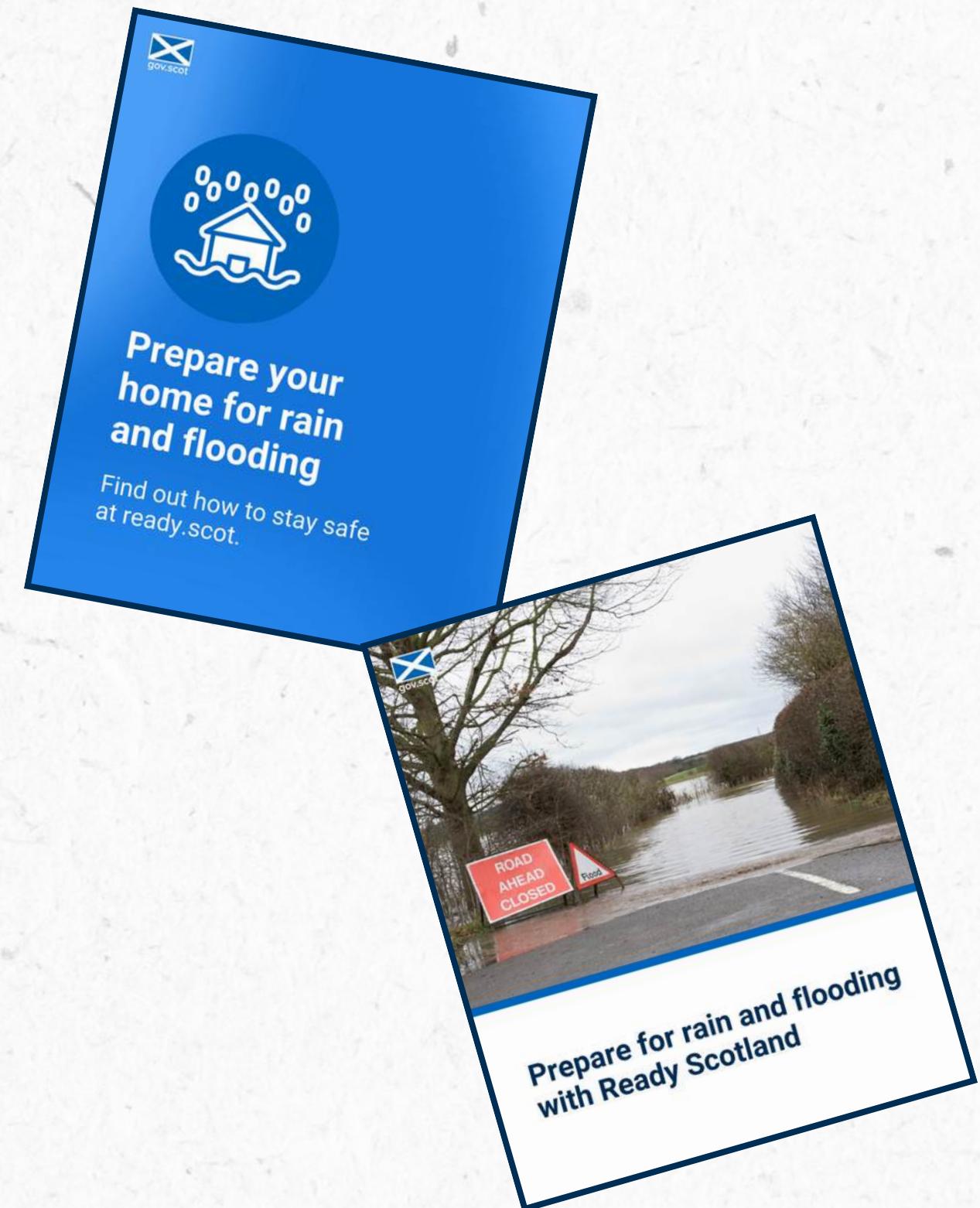


# Prepare for Flooding

**We also have social media resources you can use if the coming winter months see an increase in rainfall and flooding risks.**

[View our flooding toolkit.](#)

All content has been created under the theme of preparing for flooding by knowing how to stay informed, preparing a flood plan and emergency flood kit, being aware of high flood risk areas, and considering flood protection products.



# Contact the team

**We look forward to working with you during this campaign.**

If you have any questions, suggestions or comments about the content of this toolkit, contact the Resilience Communications team at [SGoRRCommunications@gov.scot](mailto:SGoRRCommunications@gov.scot).

